



FOR IMMEDIATE RELEASE

Media Contacts

Heidi Falk (801) 534-4961 Heidi@nowplayingutah.com
Karen Boe cell (801) 230-5404 Marketing1slc@aol.com

RECORD GROWTH EXPERIENCED BY NOWPLAYINGUTAH.COM

*Comprehensive State-Wide Calendar of Arts and Cultural Events
Celebrating One Year Anniversary*

SALT LAKE CITY (May 1, 2009) – NowPlayingUtah.com, Utah's first state-wide comprehensive source for unique arts and cultural events, has experienced record growth since launching in April of 2008. Locals and visitors alike are taking advantage of the site to learn more about arts and entertainment opportunities throughout the State of Utah. Submission of events is free and simple. NowPlayingUtah.com also provides a direct data feed service of complete events information to other businesses' websites, helping organizations boost their site traffic while maintaining brand integrity.

"The idea has caught on like wildfire – so many people are using this now as a source to get their information on what's happening in the state. Businesses and arts organizations are beginning to realize this service provides a free and easy way to get their event information to the public," stated Heidi Falk, Managing Director.

Launched a year ago, NowPlayingUtah.com now boasts an average of 700 current events to choose from at any given time. Within the first year, it has experienced over 217,000 site visits, 691,000 page views and now averages over 22,000 visits monthly. Over 2,700 registered subscribers receive weekly event updates, highlighting arts and cultural opportunities throughout the state. Over 2,000 organizations and venues promote events on the site. The site also hosts over 250 artist profiles, featuring local artists statewide.

The Utah Arts Council plays an integral part in encouraging Utah artists to promote their services here by creating their own profiles. "We not only encourage our constituents to list, but any artist in Utah is welcome to take part. We link each arts performance to individual artists, and feel that this will become a catalyst for arts programming throughout the state, serving to bring the arts closer to the people of Utah," said Margaret Hunt, Executive Director of the Utah Arts Council.

DATA FEED PRODUCT

A unique aspect of NowPlayingUtah.com is the ability for Utah businesses to utilize a data feed of events information to assist them in building their own event calendars. This information can reside directly on the websites of any interested organization, provided via an XML or RSS-based data feed. Partners statewide are taking advantage of this opportunity for a minimal annual fee. "So many organizations have limited resources to produce their own calendars," said NowPlayingUtah.com Managing Director, Heidi Falk. "We are finding that this is an extremely valuable service to the community in a tight economy. It is our goal to reduce duplication of efforts for our partners," she continued.

SUBMITTING EVENTS IS FREE AND SIMPLE

Listing an event on the site is free and simple. Anyone can fill out the submission form online at <http://www.nowplayingutah.com/submit/event> or simply send all event details to utahinfo@bedynamic.com. Organizations are encouraged to add this email address to their event distribution list. Video and up to six high-quality photographs can be included. Video needs to be hosted by a program such as YouTube and photographs must be in jpg format and no larger than 3 megabytes. "All submissions post to the site within two weeks, so we recommend submitting at least a month in advance," said Falk.

Editor's Note: Interviews with NowPlayingUtah.com partners are available.

About NowPlayingUtah.com

NowPlayingUtah.com provides Utah's largest comprehensive statewide arts and culture online calendar with detailed listings of the rich cultural experiences available in Utah. Arts and cultural performances, exhibits, and events such as theater, dance, visual arts, music, museums, and festivals are featured. This all-inclusive resource for "what to do" and "where to go" has listings for every taste, including "what to do with the kids" and "free events." It is user-friendly and provides a searchable calendar of events and directory listings for a wide array of state-wide organizations and venues. Submission of arts and cultural events is free and simple.

NowPlayingUtah.com is an initiative of the Utah Arts & Cultural Coalition, a non-profit organization supported by the Utah Arts Council, The Salt Lake County Zoo, Arts & Parks Program, and the Salt Lake Convention & Visitors Bureau. Website: www.NowPlayingUtah.com, email: support@nowplayingutah.com